

WXIX

## ORDER



Flight Dates 02/27/12-03/06/12

Contract / Revision 729352 / ROMNEY FOR PRESIDENT

Original Date / Revision  
02/27/12 02/27/12

Advertiser Romney, Mitt/R/President

Agency American Rambler Producti

Buying Contact

138 Conant Street  
Beverly, MA 02494Product  
ROMNEY FOR PRESIDENT

Agency Com 15%

Billing Contact

138 Conant Street  
Beverly, MA 02494

Sales Office T-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 87

Alt Order # 06032722

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candid

Product Codes PL565

Priority P 1

Advertiser Ref

Primary Account Executive  
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share % Market Value

Competing Station % of Order Amount

EXIX	%
WBQC	%
WCET	%
WCPO	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
March 2012	29	\$18,275.00	\$21,500.00	0.00	02/27/12	03/06/12	29	\$18,275.00	\$21,500.00
Totals	29	\$18,275.00	\$21,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WXIX	02/29/12	03/02/12	News @ 6a News @ 6am	Comm	6A-630A (6:00 AM-6:30 AM)	--WTF--	:30	3	\$300.00	P 3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/27/12	03/04/12	--WTF--		3				\$300.00		0.00			
E 2	WXIX	03/05/12	03/06/12	News @ 6a News @ 6am	Comm	6-630A (6:00 AM-6:30 AM)	MT-----	:30	2	\$300.00	P 3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/12	03/11/12	MT-----		2				\$300.00		0.00			
E 3	WXIX	03/05/12	03/06/12	News @ 6a News @ 6am	Comm	630-7A (6:30 AM-7:00 AM)	MT-----	:30	2	\$300.00	P 3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/05/12	03/11/12	MT-----		2				\$300.00		0.00			



Contract / Revision      **729352**      Flight Dates **02/27/12-03/06/12**

### Hiatus Dates

Original Date / Revision    02/27/12/    02/27/12

Order Sep 00:15:00

<u>Advertiser</u>	<b>Romney, Mitt/R/President</b>	<u>Product</u>	<b>ROMNEY FOR PRESIDENT</b>	<u>Estimate #</u>	<b>87</b>
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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WXIX	02/29/12	03/02/12	News @ 6a News @ 6am	Comm	630-7A (6:30 AM-7:00 AM)	--WTF--	:30	3	\$300.00	P 3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		02/27/12	03/04/12	--WTF--		3			\$300.00		0.00				
E 5	WXIX	03/05/12	03/06/12	News @ 7a News @ 7am	Comm	7-730A (7:00 AM-7:30 AM)	MT-----	:30	2	\$300.00	P 3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		03/05/12	03/11/12	MT-----		2			\$300.00		0.00				
E 6	WXIX	02/29/12	03/02/12	News @ 7a News @ 7am	Comm	7-730A (7:00 AM-7:30 AM)	--WTF--	:30	3	\$300.00	P 3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		02/27/12	03/04/12	--WTF--		3			\$300.00		0.00				
E 7	WXIX	02/29/12	03/01/12	Simpsons 730P SIMPSONS	Comm	730-8P	--WT---	:30	2	\$500.00	P 3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		02/27/12	03/04/12	--WT---		2			\$500.00		0.00				
E 8	WXIX	03/05/12	03/05/12	King Of Queens 730P KING OF QUEENS	Comm	730-8P	1-----	:30	1	\$500.00	P 3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		03/05/12	03/11/12	1-----		1			\$500.00		0.00				
E 9	WXIX	03/05/12	03/05/12	Late News M-F Late News M-F	Comm	10-11P	1-----	:30	1	\$1,000.00	P 3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		03/05/12	03/11/12	1-----		1			\$1,000.00		0.00				
E 10	WXIX	02/29/12	03/02/12	Late News M-F Late News M-F	Comm	10-11P	--WTF--	:30	3	\$1,000.00	P 3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		02/27/12	03/04/12	--WTF--		3			\$1,000.00		0.00				
E 11	WXIX	03/05/12	03/05/12	Mon Hour 1 ALCATRAZ	Comm	M 8-9P	1-----	:30	1	\$2,000.00	P 3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		03/05/12	03/11/12	1-----		1			\$2,000.00		0.00				
E 12	WXIX	03/05/12	03/05/12	Mon Hour 2 ALCATRAZ	Comm	M 9-10P	1-----	:30	1	\$2,000.00	P 3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		03/05/12	03/11/12	1-----		1			\$2,000.00		0.00				
E 13	WXIX	02/27/12	02/27/12	Daytona 500 Daytona 500	Comm	7P	2-----	:30	2	\$2,500.00	P 3	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		02/27/12	03/04/12	2-----		2			\$2,500.00		0.00				
E 14	WXIX	03/04/12	03/04/12	NASCAR on FOX PHOENIX NASCAR	Comm	230P-6P	-----2	:30	2	\$1,000.00	P 3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		02/27/12	03/04/12	-----2		2			\$1,000.00		0.00				
E 15	WXIX	03/04/12	03/04/12	NASCAR on FOX NASCAR PRE RACE	Comm	2P-230P	-----1	:30	1	\$500.00	P 1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		02/27/12	03/04/12	-----1		1			\$500.00		0.00				
Totals														29	\$21,500.00

WXIX

## ORDER

Flight Dates 02/24/12-02/28/12



Contract / Revision 728101 / ROMNEY FOR PRESIDENT

Original Date / Revision  
02/23/12 02/23/12

Advertiser Romney, Mitt/R/President

Agency American Rambler Producti

Buying Contact

138 Conant Street  
Beverly, MA 02494

Product

Agency Com 15%

Billing Contact

138 Conant Street  
Beverly, MA 02494

Sales Office T-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 83

Alt Order # 06028871

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candid

Product Codes PL565

Priority P 3

Advertiser Ref

Primary Account Executive  
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share % Market Value

Competing Station % of Order Amount

EXIX	%
WBQC	%
WCET	%
WCPO	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
February 2012	7	\$2,465.00	\$2,900.00	0.00	01/30/12	02/26/12	7	\$2,465.00	\$2,900.00
March 2012	16	\$8,330.00	\$9,800.00	0.00	02/27/12	02/28/12	16	\$8,330.00	\$9,800.00
Totals	23	\$10,795.00	\$12,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WXIX	02/27/12	02/28/12	News @ 6a News @ 6am	Comm	6A-630A (6:00 AM-6:30 AM)	MT-----	:30	2	\$300.00	P 3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/27/12	03/04/12	MT-----		2		\$300.00		0.00					
E 2	WXIX	02/24/12	02/24/12	News @ 6a News @ 6am	Comm	6A-630A (6:00 AM-6:30 AM)	----1--	:30	1	\$300.00	P 3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/20/12	02/26/12	----1--		1		\$300.00		0.00					
E 3	WXIX	02/24/12	02/24/12	News @ 6a News @ 6am	Comm	630A-7A (6:30 AM-7:00 AM)	----1--	:30	1	\$300.00	P 3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



Contract / Revision 728101 Flight Dates 02/24/12-02/28/12

Hiatus Dates

Original Date / Revision 02/23/12/ 02/23/12

Order Sep 00:15:00

Advertiser Romney, Mitt/R/President Product ROMNEY FOR PRESIDENT Estimate # 83

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WXIX	02/24/12	02/24/12	News @ 6a News @ 6am (6:30 AM-7:00 AM)	Comm	630A-7A	----1--	:30	1	\$300.00	P 3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	----1--					1	\$300.00		0.00			
E 4	WXIX	02/27/12	02/28/12	News @ 6a News @ 6am (6:30 AM-7:00 AM)	Comm	630A-7A	MT-----	:30	2	\$300.00	P 3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/27/12	03/04/12	MT-----					2	\$300.00		0.00			
E 5	WXIX	02/24/12	02/24/12	News @ 7a News @ 7am (7:00 AM-7:30 AM)	Comm	7A-730A	----1--	:30	1	\$300.00	P 3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	----1--					1	\$300.00		0.00			
E 6	WXIX	02/27/12	02/28/12	News @ 7a News @ 7am (7:00 AM-7:30 AM)	Comm	7A-730A	MT-----	:30	2	\$300.00	P 3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/27/12	03/04/12	MT-----					2	\$300.00		0.00			
E 7	WXIX	02/27/12	02/28/12	News @ 9a NEWS @ 9A	Comm	930A-10A	MT-----	:30	2	\$300.00	P 3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/27/12	03/04/12	MT-----					2	\$300.00		0.00			
E 8	WXIX	02/24/12	02/24/12	News @ 9a NEWS @ 9A (9:30 AM-10:00 AM)	Comm	930A-10A	----1--	:30	1	\$300.00	P 3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	----1--					1	\$300.00		0.00			
E 9	WXIX	02/27/12	02/28/12	Late News M-F Late News M-F	Comm	10-11P	MT-----	:30	2	\$1,000.00	P 3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/27/12	03/04/12	MT-----					2	\$1,000.00		0.00			
E 10	WXIX	02/24/12	02/24/12	Late News M-F Late News M-F	Comm	10-11P	----1--	:30	1	\$1,000.00	P 3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	----1--					1	\$1,000.00		0.00			
E 11	WXIX	02/27/12	02/27/12	Mon Hour 1 ALCATRAZ	Comm	M 8-9P	1-----	:30	1	\$2,000.00	P 3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/27/12	03/04/12	1-----					1	\$2,000.00		0.00			
E 12	WXIX	02/27/12	02/27/12	Mon Hour 2 ALCATRAZ	Comm	M 9-10P	1-----	:30	1	\$2,000.00	P 3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/27/12	03/04/12	1-----					1	\$2,000.00		0.00			
N 13	WXIX	02/24/12	02/24/12	30 Rock 6P 6-630P	Comm	6-630P	----F--	:30	1	\$200.00	P 3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	----F--					1	\$200.00		0.00			
N 14	WXIX	02/27/12	02/28/12	30 Rock 6P 6-630P	Comm	6-630P	MT-----	:30	2	\$200.00	P 3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/27/12	03/04/12	MT-----					2	\$200.00		0.00			
N 15	WXIX	02/27/12	02/28/12	Simpsons 730P SIMPSONS	Comm	730-8P	MT-----	:30	2	\$500.00	P 3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/27/12	03/04/12	MT-----					2	\$500.00		0.00			



Contract / Revision      **728101**      Flight Dates **02/24/12-02/28/12**

Hiatus Dates

Original Date / Revision    02/23/12/    02/23/12

Order Sep    00:15:00

Advertiser    **Romney, Mitt/R/President**    Product **ROMNEY FOR PRESIDENT**    Estimate #    **83**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 15	WXIX	02/27/12	02/28/12	Simpsons 730P SIMPSONS	Comm	730-8P	MT-----	:30	2	\$500.00	P 3	0.00	NM	2	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 02/27/12		03/04/12	MT-----		2	\$500.00	0.00									
N 16	WXIX	02/24/12	02/24/12	Simpsons 730P SIMPSONS	Comm	730-8P	----F--	:30	1	\$500.00	P 3	0.00	NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 02/20/12		02/26/12	----F--		1	\$500.00	0.00									
														Totals	23	\$12,700.00